

Immediate Release

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Snaptivation is Named Top 75 Nominee for 10th annual Chicago Innovation Awards

Chicago, IL— Snaptivation of Roseville, IL has been selected as one of the 75 nominees for the 2011 Chicago Innovation Awards. The ten winners will be announced Tuesday, November 8th and celebrated at an event at Chicago's Harris Theater that evening.

The Chicago Innovation Awards, celebrating its 10th year, is the Chicago region's foremost recognition of the most innovative new products or services brought to market or to public service each year. There were more than 400 nominees for the 2011 Chicago Innovation Awards, representing an increase of more than 60 percent over the past two years.

Snaptivation was born out of innovative thinking by the team at Fusion Tech. Snaptivation applies an optical machine-readable code or RFID tag upon objects to enhance a business workflow process and/or engage a consumer in a unique experience. By placing embedded codes and microchips into virtually any material, Snaptivation technology is able to provide real-time information at the point-of-need. The audience simply scans the code with a smartphone and retrieves the information instantly, at their fingertips. Virtually any industry will save money and stay green, by eliminating the use of brochures, books and other paper resources, instead using codes and microchip technology. Snaptivation's technology also power TributeScan, a memorial product offered by Stainless Reflections. Visit Snaptivation online at www.snaptivation.com.

"The most important message of the Chicago Innovation Awards is one of confidence and courage," said Thomas D. Kuczumski, co-founder with Chicago journalist Dan Miller of the awards. "The economy is challenging but each nominee believes the simple truth that a powerful new product will find a rewarding market and has the courage to pursue their vision."

Each year ten winners are chosen from among the 75 finalists by a panel of judges reflecting a cross section of Chicago's business community. In addition, each of the 75 finalists is automatically in the running for the annual "People's Choice Award," selected through online balloting at www.chicagoinnovationawards.com.

The finalists are also each awarded a scholarship to attend a day-long executive education program titled "The Practical Innovator", taught at Northwestern University's Kellogg School of Management.

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